

## Testing Your Assumptions Assignment Rubric

Elements	Criteria	Score
<b>Provides project position statement &amp; value hypothesis</b>	Uses all elements of the formula to fully define the project: For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary competitive alternative), our product (statement of primary differentiation).  Provides complete core/summary value hypothesis using all elements of the formula: If we [do something] for [persona], they will [respond in a certain way].	5
	Uses 5-6 elements of the above project positioning formula to define the project; uses 2 elements of the above core/summary value hypothesis formula	4
	Uses $\leq 4$ elements of the above formula to define the project; uses $\leq 1$ elements of the above core/summary value hypothesis formula	3
<b>Describes assumption</b>	Explains which hypothesis is being tested. Includes the following three elements: If we [do something] for [persona] then they will [respond in a certain way].	5
	Includes 2 of 3 elements in brackets above	4
	Includes 0-1 elements in brackets above	3
<b>Explains the experiment</b>	Describes the MVP archetype and the basics of how the experiment will run	5
	Describes the MVP archetype OR the basics of how the experiment will run	4
	Does not describe the MVP archetype or the basics of how the experiment will run	3
<b>Describes pivotable metrics and thresholds</b>	Describes <ul style="list-style-type: none"> <li>• Pivotal metrics</li> <li>• Thresholds for true (validated) results</li> <li>• Thresholds for false (invalidated) results</li> </ul>	5
	Describes 2 of the above	4

	Describes 0-1 of the above	3
<b>Feedback</b>	Other metrics you might consider are....	NA
<b>Plans based on results</b>	Describes next steps for both true and false results	5
	Describes next steps for either true or false results	4
	Does not describe next steps	3
<b>Estimates cost</b>	Estimates time and money needed to set up the experiment	5
	Estimates time OR money needed to set up the experiment	4
	Does not estimate time and money needed to set up the experiment	3
<b>Feedback</b>	Other costs to consider are...	NA
<b>Estimates individual test</b>	Describes the expected cost and time required for the type of work of each team member involved	5
	Describes the expected cost and time required for the type of work of some team members	4
	Does not describe the expected cost and time required for the type of work for team members	3
<b>Estimates test length</b>	Describes the expected length of the experiment and when results are expected	5
	Describes either the expected length of the experiment OR when results are expected	4
	Does not describe the expected length of the experiment and when results are expected	3
<b>Feedback</b>	To better test your assumption, I suggest ...	